

MAXIMIZE PROMOTIONAL IMPACT

51844 9845

SUCCESS WITH A LOCAL SLANT

YOU DON'T HAVE TO RE-INVENT THE WHEEL

No doubt retailers keep you apprised of what works and what doesn't. In addition, we encourage the ongoing exchange of ideas. The following promotions, for example, proved to be very effective during the first quarter of 1994:

CO-MARKETING FIRST QUARTER PROGRAM

PROMOTION

\$2 off per Carton of Basic Winston through Scanner Buydown

Special 2 Pack Price using Retailer Match Monies

3 Pack Purchase on Existing 3 Pack Price Deal

Single Pack Buydown with Special Price Point

Check Incentive Programs using Retail Match \$ in Fair Trade States

Retail Premium Tie-in to Winston One Pack Special

Using Existing Promotional Price Points/Other People's Money

Free Newspaper with 2 Pack Purchase

Promoting Retailer's Own Private Label

For additional information concerning any of the above promotions, please call the Merchandising Hotline at 1-800-741-0457.

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YOU CAN ENSURE SUCCESSFUL PROMOTIONS

Here are some thoughts that may consistently help you ensure successful promotions:

- Involve the retailer and make personal contact. Encourage the retailer to invite and encourage them to buy into the promotion with pay on the better for the better's that the same way. Get the retailer's input and let him/her assist in promoting the promotion and to be the first to the attention of customers.
- Highlight the retailer's efforts. Build weekly promotions around your retailer's promotion for the retailer. Build the premiums, select, and multiple pack price points the retailer has to offer.
- Reinforce your promotion. Use flyers, banners, outside signage and, if possible, special offer promotions to be advertised by your special.
- Pack promotions are popular. Specially priced and bundled 2 or 3 pack offers are very popular.
- Build your offer to include all the retailer's promotion. The retailer's offer should be different from the competition.
- Take advantage of the promotion opportunities. Look for ways to capitalize on the retailer's location (example: outstanding geographic time zone) or other special features.
- The time of day. Start promotion on a position that is high.
- Services such as free home delivery.

Use these tried and true, effective ways to ensure your promotion is successful:

- The retailer's sign should be from the viewpoint of the customer, not the retailer. (Example: a sign that says "We are now offering you a special offer" is not a good offer.)
- The retailer's sign should be for the retailer's promotion, not for the retailer's offer.
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910-741-5000
Winston-Salem, N.C. 27102

FSC-414-C

October 12, 1994

TO ALL FIELD SALES PERSONNEL

**SUBJECT: CO-MARKETING PROMOTION ACCRUAL PROGRAM FIELD
BROCHURE "CREATING GREAT PROMOTIONS"**

In order to assist you in the planning and implementation of the Co-Marketing Promotion Accrual Program, please refer to the following brochure "Creating Great Promotions". This brochure, available to all levels of our Field Sales organization, was developed with a two-fold purpose: 1) provide an initial idea exchange of successful promotions and their principles, and 2) share basic Point-of-Sale techniques that may enhance our communication of Co-Marketing promotions to the consumer.

As mentioned in the September issue of the Sales Merchandiser, the ongoing communication of promotional ideas remains important to the future success of the Co-Marketing program. If you have developed a Co-Marketing promotion that was particularly effective at retail, please send specifics (preferably with color photo) to:

John Olenick, Sales Merchandiser Editor-10401
c/o R. J. Reynolds Tobacco Company
P. O. Box 2959
Winston-Salem, NC 27102-2959

Program contact: M. L. Buckler (1625)

R. J. REYNOLDS TOBACCO COMPANY

Attachment

"We work for smokers."

51844 9848

A CRASH COURSE IN COPY & DESIGN

POS only has a few seconds to attract attention. Here are some easy ways to cut through the clutter and create a message that stands out and gets results:

MAKE YOUR OFFER THE STAR OF THE MESSAGE.

That means the offer itself will have to generate excitement, enthusiasm ... and results.

KEEP THE DESIGN SIMPLE.

Make it easy to see. Easy to read. Don't feel you have to fill every inch of space.

KEEP WORDS SHORT. WRITE IN THE PRESENT TENSE TO CREATE IMMEDIACY.

Good POS writing is lean. Use short sentences, and bulleted points.

KEEP ADJECTIVES TO A MINIMUM.

Eliminate words like 'exciting', 'beautiful', and 'fantastic', to keep excitement high. Your message works better if its entire structure is devoted to *producing a benefit that demands action.*



There are many effective types of promotions.

If it makes it easier, pencil your message in before adding marker color.



Use simple graphics that relate to your offer, like the cup shown above.

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FREE IS A MAGIC WORD.

People love anything that is free.

ON PRICE PROMOTIONS.

Specify the lowered price vs. the amount saved.

COLOR ATTRACTS ATTENTION.

Try to use 2 colors in designing your message. On a white background the two colors can be black and either red, or green.

MESSAGES ARE EASIER TO READ IF THEY ARE IN UPPER AND LOWER CASE TYPE.

Underline or capitalize only the word(s) you want emphasized.

IF YOU USE GRAPHICS, USE ONLY ONE IMAGE AND BE SURE IT APPLIES DIRECTLY TO THE OFFER.

In other words, your picture should support what you are saying.

THE FINAL TEST FOR YOUR PROMOTIONAL MESSAGE?

Ask yourself: Is my message clear? Is my message logical?



DON'T cover-up warning labels, or add additional stickers which create clutter.



DO use upper and lower case letters for the majority of your message.



DO use 2 colors - black and red or black and green.



DON'T write in script. It's hard to read.

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This brochure was compiled to help you capitalize on the materials and resources available to you, in order to develop exciting and innovative promotional offers, and create eye-catching messages that cut through store clutter and move product.

We invite you to use these new ideas and guidelines to design breakthrough promotions for your C-Store clients and their customers.



51844 9851

RJR
CO-MARKETING
WHICH IS THE ONLY PROGRAM OF ITS KIND IN THE CIGARETTE INDUSTRY
PROMOTION ACCRUAL PROGRAM

51844 9852

**SPECIAL
OFFER**

\$1.49
Per Pack

All styles while supplies last

SPECIAL GENERAL'S WARNING: Smoking Causes Lung Cancer, Complicates Pregnancy and May Complicate Breastfeeding. Quitting Now Greatly Reduces Serious Risks to Your Smoking. © 1997 R.J.R. Tobacco Co.

CREATING GREAT PROMOTIONS

**SPECIAL
OFFER**

\$1.49
Per Pack

**SPECIAL
OFFER**

\$1.49
Per Pack

**RJR
CO-MARKETING**
PROMOTION ACCRUAL PROGRAM

Winston
SELECT

51844 9853